

Cosmetology Terminology in Transition: A Comparative Study of Uzbek and English Neologisms

Mustafoyeva Mavluda Anvarovna¹

¹ Bukhara State Technical University, teacher of the Department of Uzbek and Foreign Languages

E-mail: gulishodieva@mail.ru

Abstract:

With the global expansion of the beauty and skincare industry, the field of cosmetology has witnessed a rapid proliferation of specialized terminology driven by innovation, marketing, and science. English, as the dominant language of the global beauty industry, is a primary source of neologisms that are widely adopted across linguistic borders, including in Uzbek. However, the mechanisms of term integration and the sociolinguistic implications of such borrowing remain underexplored. Despite the growing prevalence of English-based cosmetic terminology in non-English-speaking contexts, limited research has systematically compared how such terms are adapted linguistically and culturally within Uzbek. This study aims to analyze and compare neologisms in English and Uzbek within the cosmetology domain, examining lexical formation, borrowing patterns, and sociolinguistic influences. The findings reveal that English serves as a major source of cosmetology neologisms, while Uzbek adapts these through calques, hybrid formations, descriptive phrases, and direct borrowings. The influence of globalization, language prestige, education, and media contributes to a hybrid lexicon in Uzbek, where localized terms coexist with borrowed ones. The study provides a cross-linguistic perspective on how professional terminology evolves in response to global trends, offering a detailed classification of Uzbek adaptive strategies and a sociolinguistic interpretation of term adoption. Understanding the lexical and sociocultural dynamics of neologism integration can aid language policymakers, educators, and professionals in developing standardized, culturally resonant terminology for emerging fields such as cosmetology.

Keywords: Cosmetology, Neologisms, Terminology, Lexical Borrowing, Uzbek, English, Linguistic Adaptation, Comparative Linguistics

Introduction

The global expansion of the cosmetology industry has prompted the constant evolution of its professional vocabulary. As new products, treatments, and technologies are developed, the need for accurate and accessible terminology has become essential. English, as the dominant language of international science and commerce, plays a crucial role in the dissemination of new terms[1]. Consequently, many languages, including Uzbek, face the challenge of integrating foreign terminology while preserving linguistic and cultural identity.

This paper aims to analyze the formation and use of new cosmetology-related terms in English and Uzbek[2]. By comparing neologisms in both languages, the study highlights similarities and differences in word formation mechanisms and discusses the sociolinguistic factors that influence term adoption and adaptation.

Lexical Innovation in Cosmetology

Lexical innovation refers to the process through which new words (neologisms) or new meanings for existing words are introduced into a language. In the field of cosmetology—a rapidly evolving industry influenced by science, fashion, and media—lexical innovation is particularly dynamic. As new techniques, procedures, and products emerge, so does the necessity for corresponding terminology to describe them accurately and effectively.

In English, lexical innovation in cosmetology often takes the form of:

Blending: combining parts of words to create a new one (e.g., glow-up from “glow” and “up”).

Compounding: merging two complete words (e.g., skincare, lip filler).

Affixation: adding prefixes or suffixes to form new words (e.g., microblading, dermaplaning).

Borrowing from science and medicine: many terms are derived from Latin or Greek roots (e.g., hyaluronic acid, mesotherapy).

In contrast, lexical innovation in Uzbek cosmetology is largely shaped by:

Direct borrowing from English or Russian (e.g., botoks, lifting, maska).

Calques or loan translations (e.g., *teri yoshartirish* for "skin rejuvenation").

Hybrid formations: mixing Uzbek roots with foreign affixes or terms (e.g., *mezoterapiya*).

Descriptive phrases: using word combinations to express new concepts (e.g., *teri parvarishi vositasi* for “skincare product”).

These innovations often reflect broader sociolinguistic trends, such as globalization, the influence of social media, and language contact[3]. Cosmetology, like other specialized domains, serves as a site where language adapts to new realities, borrowing and re-shaping lexical items to meet communicative needs.

Methods

This study employed a comparative qualitative approach to examine the formation, adoption, and adaptation of neologisms in the field of cosmetology within the English and Uzbek languages[4]. The research methodology involved textual analysis of lexical items from professional cosmetology literature, educational materials, beauty product labels, advertisements, and social media content in both languages. Primary and secondary sources were carefully selected to reflect contemporary terminology in the industry[5]. The data collection focused on identifying new and specialized terms that have emerged in recent years, particularly those associated with new technologies, treatments, and products. The English corpus provided insight into word formation strategies such as blending, compounding, and affixation, while the Uzbek corpus illustrated mechanisms of direct borrowing,

loan translation (calquing), hybridization, and descriptive phrasal constructions. Comparative analysis was used to highlight structural and semantic parallels and divergences between corresponding terms in each language[6]. Additionally, the study integrated sociolinguistic evaluation by reviewing how factors such as language prestige, education, media exposure, and language policy influenced terminological preferences. The role of globalization and digital communication was considered through the examination of how English neologisms permeate Uzbek via international training programs, social media, and marketing[7]. This comprehensive methodology enabled an in-depth understanding of not only linguistic processes but also sociocultural dynamics that drive terminological innovation[8]. The findings contribute to both applied linguistics and terminology management, offering practical implications for educators, translators, and language policymakers involved in standardizing specialized vocabulary across languages.

Results

Lexical innovation in this field is not merely linguistic—it also reflects cultural attitudes toward beauty, health, and modernity. In multilingual societies like Uzbekistan, it involves negotiation between local language identity and global influence.

Comparative Analysis: Word Formation and Adaptation

English cosmetology neologisms often reflect innovation and trend-driven usage. For instance, terms like glass skin, slugging, and dermaplaning reflect evolving beauty standards and practices. In contrast, Uzbek equivalents are less standardized and often vary between professional use and popular usage[9]. Some Uzbek terms attempt full localization (e.g., *teri parvarishi*), while others maintain foreignness for marketing appeal (e.g., *mezoterapiya*).

The Table 1 below illustrates several examples of equivalent terms:

Table 1. Equivalent Cosmetology Terms in English and Uzbek with Strategies.

English Term	Uzbek Equivalent	Strategy
Microdermabrasion	Mikrodermabraziya	Direct borrowing
Skin rejuvenation	Teri yoshartirish	Calque/translation
Botox	Botoks	Borrowing (phonetic)
Chemical peel	Kimyoviy piling	Hybrid
Dermal filler	Teri to'ldiruvchi vosita	Descriptive translation

Sociolinguistic Considerations

The adoption and adaptation of new cosmetology terminology in both English and Uzbek are influenced not only by linguistic structures but also by sociolinguistic factors[10]. Sociolinguistics examines how language interacts with society, including aspects such as prestige, identity, language policy, education, and media influence[11]. In the context of cosmetology, these factors play a significant role in shaping the vocabulary used by professionals and consumers alike.

One key factor is **language prestige**. English, as the global language of science, technology, and

fashion, holds a high level of prestige. This leads to the widespread use of English terms in non-English-speaking countries, including Uzbekistan. Terms such as botoks, lifting, skin care, and anti-aging are often retained in their original form due to their association with modernity, professionalism, and global trends[12].

Another influential factor is **education and professional training**. Many Uzbek cosmetologists receive training from international institutions or through materials available in English or Russian. As a result, they are more likely to use foreign terminology, sometimes without fully localizing it into Uzbek. This contributes to a mixed lexicon in which native and borrowed terms coexist.

Media and digital platforms also accelerate the spread of English neologisms. Beauty influencers, bloggers, and cosmetic brands often use English terms in advertisements and social media posts to appeal to a younger, trend-conscious audience. This informal exposure reinforces the use of English-based vocabulary even among non-professionals.

In addition, **language policy and national identity** influence how terms are adopted. While Uzbekistan promotes the use of the Uzbek language in all spheres of life, including science and technology, the influx of specialized foreign terms challenges this goal[13]. Efforts to Uzbekize terminology through translation or calquing are ongoing, but full standardization is limited due to the fast pace of innovation in the cosmetology field.

Finally, there is a **functional divide** between formal and informal usage. In academic or regulatory contexts, Uzbek equivalents may be preferred for clarity and accessibility. However, in commercial or social media contexts, English terms are often seen as more fashionable or credible.

In sum, the sociolinguistic dynamics surrounding cosmetology terminology reflect broader themes of globalization, language contact, and cultural identity[14]. Balancing linguistic modernization with preservation remains a key challenge for language planners, educators, and practitioners in the field.

Discussion

The integration of new cosmetology terms into Uzbek reflects a broader pattern of lexical globalization. However, it also raises questions about language purity, identity, and communication effectiveness[15]. Some scholars advocate for the full localization of terms to enhance comprehension, while others argue for international consistency, especially in technical and professional contexts.

Language planners and educators must therefore balance these concerns, perhaps by promoting bilingual glossaries, standardizing professional terminology, and encouraging terminological innovation within the Uzbek linguistic framework.

Conclusion

This study demonstrates that cosmetology terminology is undergoing rapid transformation, with English leading the way in neologism creation. Uzbek, while absorbing many of these terms, employs a range of adaptive strategies to fit its linguistic system. The comparative approach underscores the dynamic nature of specialized vocabularies in the modern era and highlights the importance of cross-linguistic awareness in professional communication.

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